



# WORKING WITH THE MEDIA

Generating positive publicity is a vital component in establishing and maintaining your reputation. Publicity can create a powerful media endorsement that acts effectively as a word-of-mouth recommendation. Positive media coverage can assist you in raising awareness of your products and experiences and can lead to direct enquiries and bookings. Journalists are approached constantly by businesses seeking to attract their attention. So how can you make a journalist take notice of you? How do you achieve publicity?

Tourism Australia produces a guide [“Making a Splash Generating Publicity for Australia: A Practical Guide for Working with the Media”](#) to help you respond to these questions and to better understand how to generate publicity. It explains how the media works and how you can better promote your product or experience through a variety of media channels. The guide also provides an insight into Tourism Australia’s publicity programs and how you can be involved.

Media representatives often attend trade shows looking for story angles; hence you need to be well-prepared to respond to both delegate and media enquiries. Before any trade show, review the guide and as a minimum you should prepare the following:

## MEDIA RELEASE

A media release is a written statement that provides information in a ready-to-publish format that you provide to a journalist or editor to make an announcement or inform them of something you would like reported.

The media release is one of the most fundamental PR tools, but it is easy to get wrong. Here are some tips:

- Identify key messages and ensure you deliver them early on in the release.
- Use lead paragraphs to sell your idea – make sure you include “who, what, where, why and how” in the lead paragraph.
- Always use clear, simple language and avoid jargon and acronyms.
- Pay attention to grammar, punctuation, capitalisation, spelling out of numbers etc.
- Provide quotes from a credible spokesperson that can be contacted at any time.
- Make sure that you have included all the relevant information that the journalist will need to know, such as prices, inclusions, validity for any special offers and your full contact details.
- Make it easy for the journalist to understand your story and get in touch with you.
- Copy should be written in the third person, i.e. the “he=she” format as in: “he said”
- Have high-res (1MB) pictures readily available.

## MEDIA KIT... WHAT TO INCLUDE

A media kit is a set of promotional material that is distributed to the media for use. It should give media representatives a thorough background on the topic and provide information in various formats.

A media kit could include:

- Current media releases
- Fact sheets about your business and products
- Background on your company
- Recent awards
- Product biography
- Executive biography
- Latest brochures
- High-resolution images (either on USB or downloadable) of products, company logo, key executives etc
- Media contact information

Often, it is a good idea to have both a hard copy presented in a folder as well as an electronic version so it can be emailed to a journalist quickly.

## REVIEW YOUR IMAGES AND VIDEO – DO THEY MAKE YOUR PRODUCT SHINE?

Images and videos can be one of the most effective methods of communicating the true nature of your tourism experience. A really good image can make the difference as to whether your story is published.

- Make sure you have a selection of interesting, high-quality images. Ensure they are motivational and that the people in the images bring the experience to life. Investing in a professional photographer can pay off both in terms of publicity via the media and also securing partnerships with trade buyers. Remember, your images tell the story of your product.
- Avoid using out-of-date imagery. This is mostly noticeable through style of clothing, hairstyles, vehicles and built environment or infrastructure.
- Most publications will require high resolution images, a minimum of 300 dpi and around 1MB in size. Often it is best to present these high-resolution images on a USB, or have them in a downloadable format on your website for easy access.
- Make sure that all your images are captioned to explain the content of the photography (including the location) and any names of people. Ensure any copyright issues or photo credits are clearly indicated. It is important to ensure that you have permission to use any images which are not your own, and that all approvals have been obtained prior to printing (for example, be sure you have signed talent release forms).

## MAKE THE MOST OF SOCIAL MEDIA

Social media can be a powerful tool in generating positive conversations and referrals about your product or service. Before you attend a trade show, make sure you are established on social media platforms:

- Social networks – these sites allow people to build personal and company profiles and connect with others to share content and communications. LinkedIn and Facebook are examples.
- Blogs – Blogs are online journals usually written by one person or a small team, with entries incorporating video, photography, comments and other multimedia content.
- Microblogs – Social networking combined with bite-sized blogging, where small amounts of content (updates) are distributed online. Twitter is an example.
- Content communities – Communities that organise and share particular kinds of content. The most popular content communities tend to form around photos (Instagram), bookmarked links (reddit) and videos (YouTube).

One of the great benefits of social media is its immediacy. Updates provide real time information to anyone interested in your product. For example, facts that aren't major enough for a media release could be used for updating your social media networks. In all instances, social media posts should inspire and contribute to the community, not spam them with unwanted advertisements.

### For further information ...

Review [“Making a Splash Generating Publicity for Australia”](#) for more detailed information on the all of the above topics. Additionally, gain insight and tips into media activities such as producing a newsletter, using online news centres, answering media enquiries, holding a press conference or media event and hosting media familiarisations.